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A MONTHLY MAGAZINE FOR THE RETAILER

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INTERIOR VIEW OF S. SCHRYVER'S STORE, BOSTON.  
FLASHLIGHT PHOTOGRAPH.

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GENEROUSLY  
GOOD.

NIGHT  
OR DAY  
YOUR  
CUSTOMERS  
WILL CALL  
FOR

**GEO. W. CHILDS**  
**5c. Cigar.**

CHAS. F. JONES, N.Y.

Every dealer, whatever may be his business, wants to be identified with the best thing in his line. It adds character to his store, it gives confidence to his customers.

The cigar dealer who sells the Geo. W. Childs is identified with the best and most successful 5c. cigar ever made. 39,152,000 sold in 1898, perhaps more than any other two 5c. cigars.

The Metropolitan Tobacco Co., the largest wholesale tobacconists in America, after months of investigation as to the merits of all the leading brands, decided to accept the New York Agency for the Geo. W. Childs.

**HARBURGER, HOMAN & CO.,**  
**NEW YORK. PHILADELPHIA.**

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# The Cigar Store Magazine.

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## SPECIAL ANNOUNCEMENT.

We want every retailer to never lose sight of the fact that THE CIGAR STORE MAGAZINE is issued solely in their interests, and that we shall always be glad to publish letters, communications, etc., from Retailers, Jobbers, Manufacturers, or others, on matters of interest or value to The Man Behind the Counter. Let us hear from you with any suggestions, criticisms, complaints, ideas for signs, etc., good stories, humorous or otherwise, which are always acceptable.

All are invited to talk matters over through our columns and we ask you to make yourself thoroughly at home in THE CIGAR STORE MAGAZINE.

THE CIGAR STORE PUBLISHING CO.,

Telephone, 3707 Cortlandt.

50 Times Building, New York.



## Increase Your Profits . . . . .

Mr. Dealer, you can increase your profits by selling the **BANQUET HALL LITTLE CIGAR**.

We are absolutely sure about that. Lots of dealers are doing it now, and right now is the time for you to commence.

We are advertising it extensively, and distributing large numbers of sample boxes by mail.

It is an excellent little cigar with a Havana filler.

It sells on its high merits.

It sells because of its popular price—ten for ten cents.

It sells because of the neat, convenient way in which it is packed.

The handsome tin boxes each hold ten cigars. They are about three and one-half inches square, and less than three-eighths of an inch thick—just right to carry in the pocket.

Put a stack of these attractive boxes on your show-case and lots of your regular customers will buy them in addition to the cigars they buy regularly. And they will smoke more because these are just the "in between times" short smokes that they are now getting along without.

There is a good, liberal profit on **BANQUET HALLS**.

Write to us about them.

**M. Foster & Co., Makers,**

**1059-1063 Third Avenue,**

**New York City.**

CHARLES AUSTIN BATHEN

# THE CIGAR STORE

A MONTHLY MAGAZINE FOR THE RETAILER.

VOL. III.

NEW YORK, OCTOBER, 1899.

No. 1.

## WINDOW DRESSING AND ADVERTISING.

IT is a surprising fact that the transient trade in New York during the Dewey Celebration practically amounted to nothing, for instead of there being a large increase in receipts for this period, as was expected by nearly everyone, the retailers say that their regular customers seemed to stay away, while Uncle Josh and the average visitor never purchased anything more expensive than "the best in the house—at 5c." There was an unprecedented demand for "Mrs. Miller's Best and a clay pipe" for 5c. One retailer complains that he wore out a pair of new shoes waiting on 5c. customers, and his store was nearly on the line of parade where thousands upon thousands passed every day. Well, it's over and we're glad of it, and may now settle down to business again.

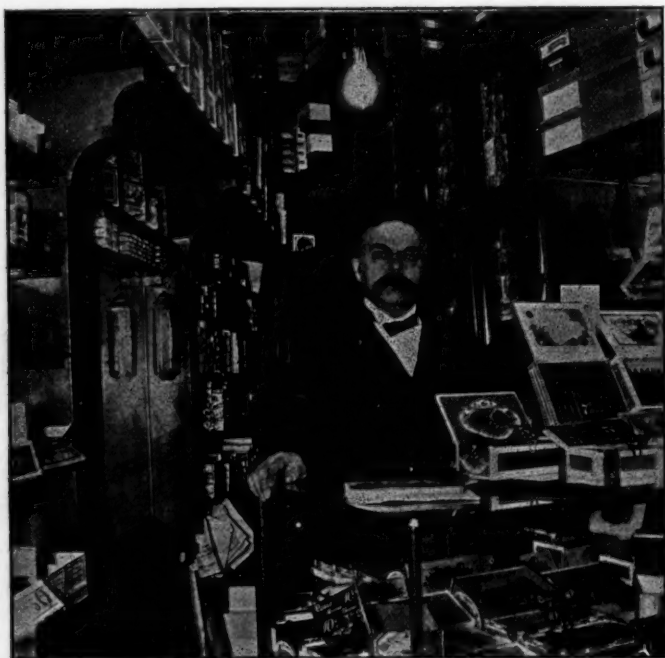
Makers of cigars, tobacco, cigarettes, etc., do certainly furnish some very handsome and attractive signs, hangers and cards for cigar stores, in order to advertise their various brands, and the amount expended along this line in a year makes a very pretty penny. No doubt the retailer appreciates all this, but prefers to do a little advertising of his own and in his own way—he likes to push some certain good brand, but also desires his advertising to be something out of the ordinary rut and not the regular stereotyped cigar store style. New and ingenious ideas for directing the attention of the smoking public

to leading brands of cigars and tobacco are far and away the best, and will prove a most excellent plan and profitable investment for the comparatively small cost—will bring the store more into the eye of the public and also to the front of the procession, but it takes Pluck, Perseverance and Push to get there and keep up with the band. Many a man has learned to his sorrow, after he has succeeded in building up a nice business, that it will not "run itself," unless it be down hill; nor is it always possible to get the proper one to look out for his interests properly, even if the man has ability. for the temptation to sell 5c. cigars to transients at 10c. each ("5c. for me and 5c. for the Boss"), thereby losing a possible good customer—for he will invariably find it out sooner or later—is nearly always present with other faults, and the old saying that "Every man has his price" leads us to remark the very low bargain price at which some of them go. However, that's another story, as Kipling says.

The object of this article is to point out to retailers the advisability of putting on their thinking caps and devising ways and means of arresting the attention of every man in passing their store, and eventually you will have struck just the thing to get the one you are after to come into the store and make his first purchase—the rest is easy. Now there's that man whom you've

noticed looking in your window many times, every few days, for the period of a year, more or less, and still he has never been in to purchase even a cigar—yet you have also noticed that he is nearly always smoking a cigar. He's the fellow, or rather one of them, that you're after, and when you get just the right bait in your window (which must necessarily be rather tempting), he will bite and then you must

to "give away" some of these schemes?—this will surely do them no harm, and on the other hand may help their brother retailers, who in turn will undoubtedly be more than pleased to trade ideas through the columns of *THE CIGAR STORE MAGAZINE*, which are always open to the trade. A scheme used in New York or any other city or town, can also be used to advantage all over the country without



use skill in landing him, for you will find him no sucker.

There are many bright and successful men Behind the Counter, and they spend the best part of their time tending to business and thinking up ideas and schemes for increasing their trade; and what better way can we correctly illustrate their many methods of advertising their stores effectively than

doing the originator of the idea any harm, for "imitation is the sincerest flattery."

"YOU'RE ANOTHER" was the rather startling announcement in a cigar store window, which caught the eye some 40 feet ahead of the writer a short time ago when passing through School St., Boston. Upon stopping to read the balance of the sign, as also did almost every

other man, it was found to read: "YOU'RE ANOTHER one of the men I want to try my Famous 5c. Cigars, etc." The first two words of the sign were printed in heavy black letters 5 or 6 inches high, clear across the top of card, which measured about 18x24 inches, while the balance of the printing was in letters so small that it was necessary to stop to read it. This novel card was in one of the windows of The London Pipe Shop, as I. Buttonmaker's attractive little store is known, which is one of the best kept and best advertised stores in the Hub, and is consequently doing a most excellent business, although Mr. Buttonmaker has been in business for himself but a comparatively short time, previously having for years been connected with F. Abraham & Sons, Boston. Mr. Pipe-maker, beg pardon, Mr. Buttonmaker, has many happy and effective ideas along this same line up his sleeve, and it may be well for us to keep an eye on him and also on his window displays, for his last display of pipes was by far the finest and most artistic we have ever seen.

The name "London Pipe Shop" is also being used by other tobacconists in the United States, mostly in the East, and by one retailer in particular who is located in Connecticut—his name and exact location has slipped our mind.

Many bright advertising schemes have been devised and worked by S. S. Rosendorf, proprietor of the B. P. O. cigar store, Richmond, Va., and one we now have before us is a card or ticket which is given to every purchaser of 5c. worth; 5 of these tickets being good for one standard novel as shown on reverse of card (costing 3 to 5c. each); 25 tickets will give bearer a cigar or cigarette holder; 300 tickets, nickel plated watch, \$2 fountain pen, or 50 engraved cards with copper plate. The writer worked a similar scheme

some ten years ago, and it seems to pull as well to-day as it did then.

We suggest an idea to our readers for a display card for a window something similar to those previously mentioned, and which ought to stagger, figuratively, every man passer by—but only for a moment, though, as he will certainly "come to" in order to read the rest of the card, which follows:

## YOU LIE

Down after you have  
had your dinner and  
smoke one of our cele-  
brated "TENCENTIA  
CIGARS," and you will  
be a most contented and  
happy

## MAN!

9c. each. 3 for 25c.

Of course, the wording can be changed to conform to your ideas and brands, but please be careful to not make it too strong—you can undoubtedly make it fit your wants. However, it will be well to follow the general idea and display closely.

Harden's PAY DAY Cigars, 10c. straight, Saturdays for 5c. each, are being pushed and advertised by C. M. Harden, the well known and aggressively wide-awake retailer of 159 Union St., Lynn, Mass. Mr. Harden is also doing some good advertising of his "Harden's 1-59" Cigars—"a 5c. cigar worth a nickel." we might add as being a good, catchy line.

"Saturday Special" cigars—a 10c. straight for 5c. on Saturdays, is being used by a number of retailers and always seems to be a drawing card. One of the large department stores in this city is now advertising in the daily papers "Every Monday" cigars—a high



grade 10c. cigar at half price, sold once a week, Mondays only.

"Once a Week" cigars are also being pushed by A. Aschner's Sons, Brooklyn—being a full value 10c. cigar for 5c.

At this rate it won't be long before we have a cigar for every day in the week, and then the best plan will be to give "5c. worth of good smoke in a wrapper," and give it every day in the year. Of course, the special brands as above are good ideas and will create talk and trade—and that's what we're all after.

Harry A. Beltz, the well known tobacconist of Ann St., this city, has struck another happy idea for advertising his already well advertised "Hole in the Wall" cigar store—a flash-light photograph of which is reproduced in this article—which is at once effective and inexpensive, and although the scheme may have been used before in varied form, it is a good one that can be used to advantage anywhere. Mr. Beltz has placed a fine silver mounted briar wood pipe in his street case, which is backed up by a card reading:

THIS PIPE IS \$3.00.

The price will be reduced  
12c. each day until sold.

Under this announcement several blank lines are left, and the price of pipe is marked in each day with the date. The second day the price is \$2.88, third day \$2.76, and so on, each day being 12c. less until it is sold. Mr. Beltz also has a \$1.50 pipe on sale on the same plan, reducing the price 7c. each day until sold. There is always a number of men around the case, for it seems that every time a man passes the store, he wants to see the lowest price and note just how low it will go before some one buys it. This is a good way to make smokers notice a store every time they pass it, and although the pipe may be practically given away—the chances are that

it will be sold at about cost—it will prove most effective advertising in many ways and bring trade the retailer otherwise would not get.

"The Last Cigar Store for 5 Miles" is being used on attractive signs before Mr. Beltz's store, this city, and also S. Schryver's store, 29 School St., Boston, although you will be able to find other cigar stores within 100 feet from either store, if you will look for them. A handsome illustration of Mr. Schryver's store appears elsewhere in this issue of THE CIGAR STORE MAGAZINE, a complete description of which is given on another page.

All of these retail tobacconists are subscribers to THE CIGAR STORE MAGAZINE, and they tell us that they use thousands of gummed labels every year in their business, and find it to be one of the best advertising schemes they use—paying the best for the money expended.

In our August issue we made mention of a good scheme used by Ramsdell & Homan of Rochester, N. Y. (also Buffalo), by which they gave away a high grade bicycle to a customer having the proper key to fit the padlock by which it was locked, thousands of keys having been distributed to every purchaser to the amount of 5c. or more, but among all these keys there was one only that would fit the lock, and the lucky man who got that was entitled to the wheel. It proved a great success.

We invite correspondence on this subject from all concerned, and ask you to kindly send us cards, advertising novelties, etc., that we may explain them and talk it over for the mutual benefit of all. Manufacturers, jobbers and others are also requested to send us their announcements, cards, novelties, etc., which can but redound to their best interests. Please let us hear from you.

## A Drummer's Yarn.

"**T**ALK about high prices for provisions in the Klondike," said a tobacco drummer at an uptown hotel the other evening. "I saw eggs selling at three dollars a dozen in a Georgia town not over a month ago and going so fast that the huckster who had brought them to market couldn't keep up with the demand."

"Come off," protested a doubting listener; "they weren't eating eggs; they were some of these fancies for raising prize chickens from. I've been in the egg business myself."

"Not much," contended the drummer, "were they for raising chickens from. What was raised from them was a good deal livelier than chickens. It happened one day in one of those local option towns of the South, where even tobacco is hard to sell, and at the same time they are so darned dry that anything wet will cause a stampede among the men like a trough of water will among a herd of over-salted cattle. I was in a store just closing up a pretty good bill, when I noticed a huckster back a one-horse wagon up against the curb and begin to sort a lot of truck out on the tailboard. It was mighty rocky looking stuff, there wasn't anybody on the street to speak of and I could not help admiring the sublime courage of a man who would begin business under such unfavorable auspices. One or two people dragged along through the street and smiled as they passed the huckster's display, for they had well stocked gardens at home, and his withered stuff excited their ridicule rather than their sympathy. Presently he went down into his wagon and came up with a small box, in which were a dozen or so of bantam eggs, and small even for that kind. In New Jersey they would have been taken for mosquito eggs. Over these he stuck a label inscribed '1 cent,' and pretty soon a man stopped lazily and be-

gan to look over the stock."

"'Mighty little aigs fer a cent, ain't them?' he said, nodding toward the box."

"'It is not the size of an egg, but it's meat that makes it valuable,' responded the huckster in language that didn't quite seem to belong to him."

"'They ain't hatchin' aigs, then?' said the visitor"

"'No,' replied the huckster, and the passenger passed on."

"In three or four minutes a very much better type of citizen came along and stopped to look at the eggs."

"'You don't give much egg for a cent, do you?' he laughed."

"'If they're not satisfactory I'll take 'em back,' was the astonishing proposition."

"The man looked into the honest face of the huckster a moment and laying down a copper picked up an egg and walked off with it. I don't know where he went to try the egg, but in about five minutes he was back again, and with him were two other men. The legend on the box had been changed in the meantime, and 'two cents' now showed above the egg box."

"'I thought the price was a cent apiece?' he said, questioningly."

"'I just received a telegram from my uncle, the Bishop of Georgia,' responded the huckster, 'that the Methodist Conference will meet in this county next week, and that all the chickens are taking to the tall timber. Eggs have gone up correspondingly.'"

"'We'll take the lot,' said the first speaker, and the huckster handed over the box and took the money."

"The purchasers departed, and as soon as they got around the corner the huckster brought out a bushel basket full of fine large goose eggs and set it on the tailboard of his wagon. In a few minutes one of the party who had been in the combine that cleaned out the bantam stock appeared, and when he

saw the goose eggs his eyes sparkled. Then all the sparkle went out when he saw that they were marked 25 cents each.

"'Ain't that mighty high for goose eggs?' he inquired, as if he had never seen the huckster before in his life.

"'That depends on the eggs,' replied the huckster. 'There's eggs and eggs, but my kind is a yard wide and all meat.'

"'Anything like them bantams?' inquired the man.

"'Better; the bantams were only a few samples.'

"'Gimme two,' said the man, laying down 50 cents; 'but it's mighty dern high fer goose eggs.'

"He got his eggs and went away, and presently three men came up and laid down a quarter apiece and took it out in eggs, which they slipped into their pockets and carried off. Ten minutes later a string of men began stretching out of the alley near the mouth of which the huckster's wagon was anchored, the front end of it resting on the goose-egg basket, and in an incredibly short time more than a bushel of eggs had been disposed of, and I had become so curious that I joined the string and paid my quarter like the others. I took it into the store and laid it on the counter till the proprietor could get through with a customer, when I was going to give it to him to take home and fry for his supper to see what there was remarkable about it, but some one jostled the pile of boxes on which I had put it, and it was knocked to the floor, suffering the usual fate of eggs when so treated. However, instead of the usual yellow and white insides of an egg, there was a dark yellow liquid running out of it, and when I stooped down to see what it was I caught the smell of cheap whiskey, and at the same time I caught on to the popularity of the huckster's eggs at a quarter apiece.

"The whole thing struck me as such a good trick that I got out as

quick as I could to see the huckster, but by the time I reached the door he had taken alarm at something and was driving off as fast as he could, leaving a dozen or more customers likely to kill each other in the rush. He might just as well have remained longer, for the authorities didn't get on to it until four or five prominent citizens showed up on the streets whooping like a Fourth of July procession. I stayed in town that night and I was reliably informed that the place hadn't passed such a night in years. The lock-up was filled to overflowing, the few policemen were busy all night, the streets were overrun by men with jags, and the surface of the earth was covered with egg shells. Just what the huckster cleaned up isn't known, but it is estimated that he got out of town with not less than \$50. It was also learned that he was a young man from Yankeeland who was dead broke and had devised this scheme to raise money enough to get out of the country on, a friend lending him the horse and wagon and indorsing his note for the goose eggs and the liquor. He had started out with fifty dozen loaded eggs, and had sold the lot in three days."

The use of gummed labels or stickers by all retailers has been long advocated by the leading tobacco journals. The labels are cleaner, handier, and more showy than a rubber stamp, and every one who once uses them gets "stuck on" on them. Let us send you 1,000 labels of your name, FREE, with a year's subscription to THE CIGAR STORE MAGAZINE at \$1. They're just what you want to increase your trade, while the magazine will keep you up-to-date on just what you want to know. Do it to-day.

"Your husband smokes incessantly, doesn't he?"

"No, indeed; he stops for meals."



### No Consolidation.

The plan to form a syndicate to control the clear Havana cigar factories of New York, New Orleans, Chicago, Tampa and Key West, with the object in view of moving all interests to Tampa and controlling the Havana cigar at greatly reduced expense, has fallen through. The name of the combination was to have been the United States and Havana Cigar Company, capitalized at \$15,000,000, \$5,000,000 preferred and the remainder common stock, but Mr. Gustavus Bock, head of the Cuban Cigar syndicate known as the Henry Clay & Bock & Co., insisted that he should be made general manager for a term of seven years, to which the Havana Commercial Co., the American syndicate, would not listen, hence the deal was declared off. This terminates the negotiations which have been in progress since early spring.

The letter of Gustavus Bock, managing director of the Bock syndicate, withdrawing its consolidation proposals, reads, in part, as follows: "Judging from the conversation had with you this morning with reference to an amalgamation between the Havana Commercial Co. and Henry Clay & Bock & Co., Ltd., I conclude that a union is impossible, as we differ too much in the conduct of the business, and I herewith withdraw in toto all propositions made to your company with the view of uniting our interests."

The reply of President Hollins, of the Havana Commercial Co., said: "I beg to acknowledge the receipt of your favor, withdrawing all propositions made by your company to the Havana Commercial Co., with the view of uniting their several interests."

"You are right in concluding that a union of the companies is impossible on the terms suggested, involving, as they did, a contract with yourself for seven years. The Havana Commercial Co. cannot

see its way clear to the acceptance of your offer, as it embodied conditions which we regard, from a business standpoint, as impracticable, and are advised by counsel to be illegal."

The following firms had signified their willingness to become members of the combination at the outset: E. H. Gato Cigar Co., Key West; D. L. Trujillo & Sons Key West; Geo. W. Nichols, Key West; Seidenberg & Co., N. Y. and Tampa; Julius Ellinger & Co., N. Y. and Tampa; Y. Pendas & Alvarez, Tampa; Cuesta, Rey & Co., Tampa; S. Rodriguez, Tampa; Ybor-Maurara Co., Tampa; Hernsheim Bros. & Co., New Orleans; Eugene Vallens & Co., Chicago. In addition there were three other companies which would, it is said, have come in later. The combined output of the fourteen concerns is stated at 180,000,000 cigars annually, and the capacity of the factories is said to be 250,000,000.

Isidor Hernsheim was slated for the Presidency; Eugene Vallens, First Vice-President; Eduardo Manrara, E. H. Gato and Wm. J. Seidenberg, Vice Presidents; Sol Rosenor, Secretary and Treasurer. Board of Directors—Isidor Hernsheim, Eugene Vallens, Y. Pendas, E. H. Gato, Eduardo Manrara, Wm. J. Seidenberg, Sol Rosenor, Lopez Trujillo and Ernest Ellinger.

### How to Spoil Tobacco.

Tobacco is one of the most sensitive things in the world. You can spoil the best cigar, pipe of tobacco or cigarette that ever was made by lighting it over a smoky lamp or gas jet. The finest tobacco grown doesn't taste good after you have been eating onions. Again, you should rinse your mouth out after a cigar, pipe or cigarette before lighting another. If you do you will find that every smoke has the soft fragrance of the early morning smoke, instead of the hot staleness of the last.

### Chats With Retailers.

**L**EO SCHWAB, the well-known retailer at 1105 Broadway, has the cigar stand privileges in the new Delavan House, recently opened at Broadway and 40th St. The stand is fitted up in the most improved manner—one counter facing the cafe on the side and the other opening on the street, making it possible for the cigar department to remain open when the cafe is closed. The fittings are of mahogany and the stock is thoroughly in keeping with the excellence of the surroundings, running to the finest imported brands, with an excellent assortment of domestic goods. From the day the stand was opened business has exceeded all expectations. The demand is for the finer sizes, and although competition in this locality is great, Mr Schwab will doubtless get his part of the Tenderloin trade.

In my rounds of the cigar stores the past month I have, naturally, heard some pretty good stories, humorous and otherwise, and one in particular, convincing of the truth of the old theory that the pleasure of smoking resides more largely in the sight than in the taste, is worth giving to our readers. It was after the rush hours of the day in a down town cigar store, when a particular friend and customer of the man behind the counter dropped in for some cigars and an indulgence in a short conversation. "I had to sit for three days," said the customer, whom we will call Jones, who recently underwent an operation on the eyes, "in total darkness, and being a confirmed smoker I longed for the solace of a cigar. The first difficulty I encountered was in getting a light, and I wouldn't confess my helplessness until I had burnt off half my moustache. Then I let my wife hold the match, but I kept complaining that the tobacco wouldn't

ignite. My wife would assure me that it was burning like a furnace, but I couldn't taste a thing. One of the main pleasures of the habit, although we don't realize it, is to exhale the smoke gently and watch it curl up into the air. I caught myself straining after that sight a hundred times, and there was an overwhelming sight of something missing. Except when I inhaled the smoke it was absolutely impossible to tell whether the cigar was going, so I got some cigarettes and inhaled every one. It was a poor substitute. I felt instinctively that I was getting only a morsel of the old delight. When they took off the bandage I grabbed my pipe with an avidity that surprised the entire household. I have been trying to catch up ever since."

M. D. Aldoa was the victim of a swindler a few days ago. He left his store at 1376 Broadway in charge of his young lady bookkeeper, to be gone a few minutes, and during his absence a young man entered carrying a neatly wrapped bundle of cigar boxes, which he told the bookkeeper Mr. Aldoa had ordered, at the same time producing a bill for \$12.35. The young lady unsuspectingly paid the amount and the swindler departed. Upon investigation it was found the boxes contained dirt and straw. The case is in the hands of the police department.

Mr. Alexander Cathcart, for many years with the Palmer House stand of the Best & Russell Co., Chicago, has been given the management of the retail business of the Waldorf-Astoria Hotel. Mr. Cathcart is of many years experience in the cigar line and no doubt will fill the bill to the satisfaction of the hotel management.

Geo. F. Halleran, at 1017 6th Ave., is making a specialty of

Egyptian cigarettes, carrying in stock and selling fast many brands of the Turko-Egyptian Co., Surbrug, Notara and Schinasi. Since opening this stand eight years ago, Mr. Halleran has built it up from a little one horse affair to a thriving, up-to-date cigar store, in which is sold the leading brands of cigars, smoking, cigarettes, in fact everything a smoker wants. Manuel Garcias and Garcia Perfectos are the leaders in high class goods, ably backed up by Bustillo Bros. & Diaz's, Park & Tilford's, Acker, Merrill & Condit's, Regensburg's and Stachelberg's popular brands. A good trade in Jenkinson's stogies has also been built up and Winners and Standards are going well. C. L. Hood's Havaneros, 10 for 25c., occupy a conspicuous place on the show-case and are in demand. In pipes, Becker's are given the preference.

The retail business of Baum & Lipmann, at 1024 3d Ave., has been bought by Al. Michaels, who will continue it along the successful lines established by his predecessors, who retire from the retail business to devote their time exclusively to wholesale. The stock may be called complete, and the store is one of the most popular on the avenue, and a money maker. The specialties in 5c. goods will be the brands made by S. Ottenberg & Bros., for which B. & L. were distributors.

One of the most wide-awake dealers of New York is S. Abrahams, of 50 E. 42d St., opposite the Grand Central station. This month witnesses the celebration of the 25th anniversary of his opening in this store—one of the best known and busiest in the great city. Starting in 1874, by adhering to the motto, "Buy and sell for cash," and giving good goods for the money, the business has steadily increased, the stock frequently enlarged, until now

every available space in the store is chock full of smokers' goods and the biggest business ever done is being handled. Mr. Abrahams, assisted by his two hustling and genial sons, Charlie and Maurice, are a team hard to beat when it comes to doing business, and the way they serve customers is winning. The bulk of the trade at this store is in high-class goods, and Grand Central, a private clear Havana, brand made for him by E. H. Gato, is a popular favorite. A special push is now being made on Mihran Ateshian's Cafe Noir Egyptian cigarettes, and they are held in high esteem by the many customers.

W. N. V. Rosedale, at 174 Broadway, making a specialty of high-grade cigars, is doing the usual good business with Sanchez & Haya's. Bustillo Bros. & Diaz's, F. Garcia & Bros.'s, Y. Pendas & Alvarez's and M. Lopez & Co.'s brands. E. M. Schwarz & Co.'s American Inventors is the leading seed and Havana brand, while all the popular nickel goods are also carried.

A fire which started in the cigar store of H. Nussbaum, 103 West Broadway, last month, did \$30 000 damage to adjacent buildings before it could be gotten under control. The stock is badly damaged by water and heat. The cigar store of Henry Baum, a few doors distant, was also damaged to a considerable extent.

Whitner Bros., the well known retailers at 1178 Broadway, have sold their Brooklyn store at 155 Washington St. to Edgar Williams, and will hereafter concentrate their efforts on their Manhattan establishment.

E. A. Cole, in the Central Bank Building, 143 Liberty St., has one of the neatest and best arranged stores in the down-town section of the city. Business is reported better

than for some time past, and the many familiar brands which compose his stock are going fast. Schwarz's Inventors are filling the bill in the seed and Havana line, and in Turkish cigarettes Surbrug's are given the preference.

#### Empire State Jobbers.

THE New York State Tobacco Jobbers' Association was formed at Syracuse on October 4th, at a meeting called by Fitzpatrick & Draper, of Troy, and attended by representatives of the leading jobbers of smoking and plug tobacco and cigarettes throughout the State, except New York City. The meeting was also for the purpose of regulating prices and to form closer relations with the American and Continental Companies, and to advance the interests of the trade, promote the observance of correct business principles and remedy existing abuses in the shape of combinations for the purpose of extorting unreasonable profits from the public. In reality, the object of the meeting was to get a more complete control of the jobbing trade, which can only be done by organization and sticking together.

The object of the association, it is claimed, is not to make any advance in prices, but to place the business of the jobber on a paying basis. The motto of "Live and Let Live" will be the corner stone. The different men present at the meeting expressed themselves on all matters pertaining to the tobacco industry, and the harmony which existed was in itself the most encouraging feature of the meeting. Resolutions were adopted defining the scope of the association. Among other things, these resolutions stated explicitly that as other industries have united to prevent unwholesome competition, so should tobaccoists.

The officers are: President, H. P. Brewster, Rochester; Vice Presi-

dents, John Breitweiser, Buffalo; H. V. Caldwell, Watertown; H. H. Moore, Lockport; A. C. Green, Wellsville; Secretary and Treasurer, F. T. Hill, Troy. Executive Committee: F. E. Draper, Troy; George J. Whelan, Syracuse; C. J. Donovan, Buffalo; John Schwarz, Poughkeepsie.

The tobacco firms which are charter members of the association are: Fitzpatrick & Draper, W. John, McGahan & Bro., W. A. Lent & Co., Little & Co., Troy; E. A. Lowell, H. L. Conway & Bros., H. P. Brewster, Rochester; C. J. Donovan, M. Wagner & Son, H. & J. Breitweiser, A. H. Diem, Jr., Buffalo; C. A. Whelan & Co., Syracuse Cigar & Tobacco Co., Davis & Brennan, Syracuse; Charles Dearstyne & Bro., G. W. Van Slyke & Horton, I. W. Stevens, Albany; Slattery & Buckland, J. M. Russell, S. H. Hankins, Binghamton; John Schwarz & Son, Poughkeepsie; Howard Myer, Kingston; Auburn Tobacco Co., Auburn; Thomas L. Benham & Co., Utica; H. V. Caldwell & Sons, Watertown; H. H. Moore, Lockport; Wellsville Tobacco Co., Wellsville.

For the benefit of the New York *Sun*, which seems to be in dismal ignorance of the seductiveness of the Wheeling stogie, a box of these delightful smokes might be sent to the advantage of all concerned. The *Sun's* rays are weak in their penetration of the real Wheeling stogie, judging from at least two articles on the subject within a few weeks.—*Wheeling Intelligencer*.

We make it our business to make your business more profitable to you. Give us the opportunity and we'll prove it! THE CIGAR STORE MAGAZINE is worth many times more to you than it costs—\$1 a year—to say nothing of the 1,000 gummed labels of your name FREE. Please let us have your subscription.

### With the Manufacturers.

**B**ERNARD STAHL & CO., whose factory at 74th St. and 1st Ave. was destroyed by fire on Sept. 2, opened temporary quarters at 22, 24 and 26 Reade St. before the ruins of their True as Steel factory were hardly cold. They have three floors occupied as factory and offices, and, as everything in their factory was destroyed or turned over to the insurance companies, started out with everything new—from the raw leaf to labels and boxes. Messrs. Stahl's claim for \$130,000 has been lodged with the insurance companies and an early settlement is looked for.

John W. Merriam, of John W. Merriam & Co., is expected back in a few days from one of the most successful trips ever taken in the interest of Baron DeKalb and Merriam's Corner. His route has extended through the Middle West and new accounts have been the order from the start. Some neat advertising matter—hot iron printing on leather—in the way of hangers of the Baron DeKalb brand has been gotten out and distributed among the trade and is attracting much attention. A handsome little leather card case is another advertisement of the brand.

Even though facilities have been increased during the past few weeks, Harburger, Homan & Co. are now hardly able to ship the ever-popular Geo. W. Childs cigar as promptly as dealers desire. From all parts of the country orders are veritably pouring in for the "generously good" cigar. The stilt man seen on the streets of New York some weeks ago is now telling the inhabitants of the Western cities about the Geo. W. Childs, and as a result orders from that section are materially increased.

A certificate of incorporation of M. Stachelberg & Co., of New

York, has been filed with the Secretary of State at Albany. The capital stock is \$1,000,000. A large block of the stock is owned by Kerbs, Wertheim & Schiffer, though the two large cigar firms have not consolidated, as has been reported several times. The large distributors throughout the country handle the products of both Kerbs, Wertheim & Schiffer and Stachelberg, and the incorporation of the Stachelberg Co., is practically a mutual agreement for the furtherance of the best interests of both concerns.

With better facilities at 640 Broadway, A. E. Farmer & Co. are doing an increased business, and Mr. Farmer's ambition to have his goods in every prominent place in the city is being realized, as he is a popular man and has good goods to back him up. Ticonderoga is their new brand of 5c. goods, and if we are to believe all we hear there has been nothing like it since 1775. Athos needs no puffing, as it is satisfying the best smokers in town. Herbert Spencer is their crack a-jack in seed and Havana, and like the old English writer is certainly good and popular. Authors should smoke this brand, they say, as it will keep their heads clear and enable them to follow in the footsteps of England's great philosopher.

Suit has been commenced in the Supreme Court by B Stahl & Co. against L. Kahner & Co. to restrain the latter firm from using the words "La Celestina" as a trademark for a brand of cigars. Stahl & Co. claim to have purchased the brand in 1897 and have since heavily advertised and sold it and they consider the same words, as used by L. Kahner & Co., a direct infringement on their rights.

Orders for Anna Held and other popular brands of Julius Ellinger & Co. are keeping the city factory working at the top notch. The



cigar is as popular as the famed actress after which it takes its name and the demand has steadily increased since the introduction of the goods.

M. Foster & Co. are at work on their new 15c. package of Banquet Hall little cigars and will have it on the market shortly. This new package will be of a novel pattern and it will insure the consumer against breakage. Banquet Hall little cigars continue to hold their own in the public eye, and the makers have about all they can do to supply the demand promptly. The Charles Dickens brand, running mate of the popular Dewberry, is also selling fast since the label has been brought up to date and it has been placed prominently before smokers.

The Bull Durham people treated visitors to the city on Dewey Day to tickets to see the parade. They read: "Section N. G. Tobacco O. K. 4-11-44. A grand stand on Fifth Avenue. This ticket and 5c. entitles the bearer to a 1 oz. package of Bull Durham tobacco and a grand stand on Fifth Avenue, Dewey Day, Sept. 30, 1899." Many people were "sold" by this novel advertising scheme, and it proved a very effective way of reminding men that they wanted a bag of Bull Durham.

On Sept 12 notice was given to the trade that the jobbing firm of A. Lemlein & Co., 32 Warren St., had been dissolved. Mr. Lemlein retires from the business, while his partner, Ben. Jacobs, will become associated with Geo. L. Storm & Co., to whom the business of Lemlein & Co. has been transferred.

F. M. Scott, of 533 3d St., Brooklyn, will represent the Abbott Electric & Mfg. Co., Cleveland, O., in Greater New York, and will visit

the trade in the interest of their Perfecto Electric Cigar Lighter and Cutter, introducing it to the retail trade.

Any one passing knows business is in excellent shape at Bondy & Lederer's factory, 70th St. and 1st Ave. The Fat Boy cannot be shipped fast enough, it seems, and the Wertheimer Co., San Francisco, are continually calling for more. Mrs. Jack Frost of New York is also still a favorite and on which the men, who know a good thing when they see it, quickly get "stuck."

Jacob Stahl, Jr., & Co. have placed on the market a new brand called the William Cullen Bryant, which they will push as a factory leader in all sections of the country. It is very attractively put up, and considering the high quality of tobacco used in the manufacture, will undoubtedly make a great hit.

The directors of the American Tobacco Co. have ordered the quarterly dividends of 2 per cent. on the preferred stock, 1½ per cent. on the common stock, and 3 per cent. interest on the stock scrip to be paid Nov. 1. Books close Oct. 15.

A few days ago a fire occurred in the Egyptian cigarette factory of Schinasi Bros., 46 Broad St., which is believed to be due to defective insulation of the electric wires. Damage is estimated at \$5,000.

The offices of the R. A. Patterson Tobacco Co. have been removed to 111 5th Ave., suite 1025, where the local representative, W. W. Moss, has larger and more convenient quarters in which to talk Lucky Strike business.

You need THE CIGAR STORE MAGAZINE; only \$1 a year.

**Baltimore Price-Cutting.**

**T**HE cut-rate war between tobacco jobbers in Baltimore, by which retailers are profiting, continues unabated. Some weeks ago an effort was made to form an association for the purpose of adopting and enforcing a uniform rate for all tobacco, cigars and cigarettes, but the scheme failed, and the cutting in competition, which had been active for years, became more general than ever. Special brands of tobacco for the past month have been sold at from one to three cents below cost, and the same is true of cigarettes. Mr. L. H. Neudecker, one of the Monumental City's most prominent jobbers, who was a leader in the price-cutting movement, when interviewed the other day, said: "Price-cutting is nothing new, but it is perhaps more general now than it has been for some time past. We all have to cut on certain brands in order to hold our trade on others, but our losses are easily made up on general profits, so that we are not so much worse off for the fight. The trouble is that retail dealers are not buying tobacco now as tobacco, but are insisting on having brands wanted. Of course, whenever we find it necessary we cut on such brands in order to hold our trade. There has always been a certain amount of price-cutting and there always will be. I guess I'll be cutting when I'm dead."

**Is Binghamton Third?**

New York City is the largest cigar manufacturing city in the United States. Key West is second, and Binghamton, N. Y., third, if the statement of the *Penn Yan Democrat* is true. The internal revenue receipts at Binghamton amount to nearly \$80,000 a month. The cigar business of that town is in a flourishing condition, and the manufacturers are working overtime filling orders.

**An Open Letter.**

DEAR MR. RETAILER:

We ask you to kindly read this copy of *THE CIGAR STORE MAGAZINE* carefully, and believe you will then see the reason why nearly all of the leading and most successful retailers are already on our subscription books.

*THE CIGAR STORE MAGAZINE* is the ONLY paper issued solely in the interests of "The Man Behind the Counter;" is the Best printed, contains the Best matter (Copyrighted); is interesting, instructive and newsy, and all intelligent retailers are giving it their hearty support. The valuable information in the Magazine will be worth to you many times over the small sum of \$1 a year; will keep you fully posted and aid you in increasing your business. 1000 first quality Gummed Labels, of any name, are given FREE with a year's subscription—these are just what you need, as they are cleaner, plainer, handier and more showy than a rubber stamp. Sample labels free.

Please favor us with your subscription. You need the Magazine; we want your dollar—and it will prove the best investment you ever made.

Yours respectfully,  
THE CIGAR STORE MAGAZINE.

**Improved Their Factory.**

Hannan Bros, manufacturers of the celebrated Hannan Bros.' Little Havanas, are making considerable improvements to their factory in Wheeling, W. Va. They are adding to the convenience of the factory by the building of two 20x6 feet ventilating skylights, the result being that they now have probably the lightest and best ventilated factory in Wheeling, a condition of affairs conducive to maintaining the present superior quality of their goods through the better facilities for airing and drying.

## THE CIGAR STORE

A Monthly Magazine for the Retailer,  
ISSUED BY

THE CIGAR STORE PUBLISHING CO.,  
50 TIMES BUILDING, 41 PARK ROW,  
TELEPHONE: 3707 CORTLANDT,  
NEW YORK CITY.

Issued the first of every month, \$1.00 a year payable in advance. Subscriptions may begin at any time.

REMITTANCES should be made by N. Y. Draft, Express Order, or P. O. Money Order, payable to THE CIGAR STORE PUBLISHING CO. Cash or stamps should be sent by Registered Letter. We cannot be responsible for loss if sent any other way.

When change of address is desired, both the old and new address must be given.

CORRESPONDENCE on all subjects of interest to the trade is solicited.

ADVERTISING rates furnished upon application. ENTERED at the New York Post-Office as second-class mail matter.

NEW YORK, OCTOBER, 1899.

Our constant aim is to create new and profitable business for our subscribers, among whom are numbered the leading, most successful and wide awake retailers in the country. Are you not in this class?

We ask every intelligent retailer, why is it that the largest and most successful dealers throughout the country are subscribers to THE CIGAR STORE MAGAZINE? Of course, you know, so please send us \$1 for a year's subscription.

The jobbers of New York Staff have organized for the purpose of regulating prices and to form close relations with the manufacturers. But the retailers are still asleep. Members of every branch of every industry are organizing for the good of their business individually, and as a class there is no more propitious time for retail dealers to come together, following the example set by the Empire State jobbers, than the present. THE CIGAR STORE MAGAZINE has repeatedly dwelt on the importance of an association, and urged dealers throughout the country to talk the matter over between themselves, or through our columns, and again we remind you of the fact that a retailers'

association in every city and town is an all-important matter. Send us your name as a prospective member, also your views on the subject.

We are somewhat surprised, and at the same time much gratified, to learn that THE CIGAR STORE MAGAZINE is not only being read by the cigarmen all over the country, but also by their many customers; and one of the many communications on the subject, from a well known retailer, informs us that he is unable to read the Magazine through, for when he lays it down for a moment, like the Dutchman's chickens, "it comes home missing." We have endeavored to make it interesting, and are more than pleased that it catches the average man; something unusual with the general run of dry trade papers.

### QUERIES ANSWERED.

A. W. M.—Good locations for cigar stands in New York City are always in demand. We would advise some city smaller than N. Y. that is not so overrun with small dealers.

J. C. B.—Factory 1896, 1st Penn. Dist., is operated by Harburger, Homan & Co.

H. & C.—Coronet cigarettes are made by Cameron & Cameron, Richmond, Va.; My Sweetheart, by C. V. Winfree Tobacco Co., Lynchburg, Va.

L. B.—The dealer you name is not at the address given nor is he known by the occupants of the store.

MONTANA.—Surbrug, 159 Fulton St., N. Y., can furnish you with Wills' English tobaccos.

It is seldom that a man's name and his business are identical, nevertheless Mr. J. A. Segar is conducting a thriving little "segarr" business in Ithaca, Mich.

You cannot afford to be without THE CIGAR STORE MAGAZINE. \$1 a year. 1,000 Stickers FREE.



**One Moment, Please!**

Mr. Manufacturer:

Your attention is directed to the fact that every reader of *THE CIGAR STORE MAGAZINE* is either a possible good customer and dealer in your goods, or a *consumer*, as the Magazine is not only read by the cigarmen but also by their customers; and, as the "Man Behind the Counter" is the one who does the business, by reaching and interesting him you have the *Key* to the situation.

The largest and most successful retailers in the trade are numbered among our subscribers. Of course, you want to reach this most desirable clientele of *buyers*, and you can do so at *small cost* and with *much profit*. May we tell you more? You cannot afford to pass it!

By the way, if you are not already a subscriber, please send us \$1 that you may keep posted on all retail news—it's more than worth it; you'll never miss it and we need it.

Kindly let us give you facts and figures that will prove interesting, and awaiting your favors, we remain,

Yours respectfully,

THE CIGAR STORE MAGAZINE.

**Another Cheroot Branch.**

The Banner Cheroot Co., of Lancaster, Pa., capital \$250,000, has been chartered in Pennsylvania. The corporation is nothing less than a branch of the American Tobacco Co., and will employ about 2,500 men. Its operations will be confined to the manufacture of cheroots and small cigars. Nearly all the stock has been subscribed by Geo. Arents, Jr., of New York. The directors are Mr. Arents, R. L. Patterson, W. L. Walker, New York; Charles E. Brown, Harrisburg; Z. J. Norris, Philadelphia; T. M. Pentz, York, Pa.

**A Short Five Miles.**

**T**HE Last Cigar Store for 5 Miles" is the humorous sign displayed in front of S. Schryver's neat little store, 29 School St., Boston, notwithstanding the fact that there are other cigar stores within 100 feet on either side. Mr. Schryver is aggressive and up-to-date, and is ably assisted by his son Maurice, who, in the absence of his father in Europe, has full charge of the business. The handsome illustration on the front cover of this issue of *THE CIGAR STORE MAGAZINE* is taken from a flash-light photograph which shows the interior arrangement of the store and young Mr. Schryver standing back of the counter. The cases and shelves are well filled with all the tobaccos, cigarettes, etc., popular in this section, Cameron & Cameron's goods holding the place of honor, and a specialty is made of high-grade mixtures for the pipe. A full line of imported cigars is shown, while among the many domestic brands carried is a private brand of Mr. Schryver's called *Aristo*, which is meeting with a ready and most satisfactory sale.

**WHAT OTHERS SAY.**

KITTERY POINT, ME.

THE CIGAR STORE MAGAZINE:

Please find enclosed \$1 for 1 year's subscription to your magazine and 1,000 labels. *Was very much pleased with the copy of magazine that I received from a friend in Portsmouth, N. H.*

Respectfully yours,  
W. P. BRAY.

QUAKERTOWN, PA.

THE CIGAR STORE MAGAZINE:

We enclose \$1. Please send us your magazine for 1 year, and also enclosed find our card for gummed stickers, as per your offer.

Yours,  
H. SOMMER.

## Chicago Chatterings.

**C**HICAGO, Oct. 6.—Judge Hutchinson, sitting as a quasi-Criminal court Judge, on Sept. 15th, heard the appeal case of Ruhstrat & Curlett, the cigar distributors of 234 Madison St., who appealed from fines of \$50 each imposed upon them on charges that they had and were continually violating the American flag law. It was charged that the defendants had made unlawful use of the national flag for advertising purposes. The firm resisted the payment of the fines imposed on the ground that the law is unconstitutional. Judge Hutchinson reserved his decision until yesterday, when he upheld the legality of the law. The case will be taken to the Supreme Court. The Cigar and Tobacco Merchants' Association is behind the test case.

The \$100 cigarette license law is being enforced and dealers are taking out licenses. About 500 have applied for licenses and brought their cigarettes from under the counter into prominence.

William Spears a porter in Wenlar & Mandel's store, Dearborn and Madison Sts., was arrested some days ago for the theft of \$2,000 worth of cigars. The firm had been missing goods for the past three months and detectives were detailed on the case, concealing themselves in a store across the street, from which point they could see Spears put several boxes of cigars in the waste basket and then carry it away.

A. Santella & Co.'s factory on Lake St was the scene of a strike on Sept. 6th. Forty-two Spanish cigarmakers in the clear Havana department demanded an increase of from \$2 to \$5 per 1,000 and walked out on refusal of their demands. The firm finally conceded and the workmen returned to their places.

Leopold & Mergentheim have opened their new store, 167

Adams St. The building and all the furnishings are new, and the location is most advantageous. They make a leader of Arguelles, Lopez & Bro.'s El Suceso brand.

James H. Leonard, the well-known dealer at 200 South Clark St., has retired from active business until the Merchants' Loan & Trust Bank Building is completed, in which he has the cigar privileges. He has disposed of the stock and fixtures at his old stand.

In the Labor Day parade a special and very attractive feature was a tally ho covered with advertisements of Hirschhorn, Mack & Co.'s Henry George brand of cigars.

J. W. McKay, for many years and until a recent period in charge of the retail branch of Grommes & Ullrich's cigar trade, has purchased the good will and business of Chas. L. Kaub, cigarist, at 213 5th Ave.

## Philadelphia Pencillings.

**P**HILADELPHIA, Oct. 2.—Present appearances indicate that a hearing in the cases arising from the recent Jacobs counterfeiting plot will not be further postponed and they will be brought to an issue in the U. S. District Court on the 9th. All the counterfeiters have prepared to save the Government the expense of prosecution by pleading guilty, telling the whole story and throwing them selves on the mercy of the court.

The only Philadelphia cigar houses so far exhibiting their products at the Export Exposition are T. J. Dunn & Co. and Duncan & Moorehead. These two firms have very creditable displays. Notara Bros., of New York, have a display of Turkish and Egyptian cigarettes, which are greatly admired and much talked about. No New York cigar firms have space.

Chas. E. Meurer & Co., the popular cigarists, again showed their enterprising spirit during the recent G. A. R. festivities, by displaying

in front of their store at 1233 Chestnut St., an interesting relic of two wars—a flag, under which, in August, 1862, the 118th Regt. Penn. Vols. was mustered into the U. S. service at Camp Union, this city. During the Spanish American war this same flag was raised over Morro Castle on the fall of Havana, being the first American flag hoisted on the island.

Buchanan & Lyall's local office, on Arch St., has been closed up. A. T. Owen, the popular Philadelphia representative of B. & L. goods, it is understood, will go to Boston in the interests of the Continental Co., the purchaser of the Buchanan & Lyall business.

In retail circles business the past month has been remarkably good. The influx of visitors to attend the G. A. R. encampment and Exposition has helped the retailers' cash drawers and they are thoroughly satisfied with the present condition of trade.

The clerks of the retail cigar stores are demanding that the stores be closed on Sunday, and as Philadelphia's morals are good, it is supposed the demand will be granted.

Grim death invaded the retail ranks last month and called therefrom F. J. Suenhel, proprietor of the store at 9th and Race Sts., a store he had occupied for 27 years. He was born in Saxony in 1846, coming to this country in 1868. The business will be continued by his son, E. J. Suenhel.

Arrow Plug Cut, made by the Weisert Tobacco Co., St. Louis, and costing the retailer 36c., is being introduced and largely advertised here.

The firm of Fairlamb & Moore, located at 11th and Filbert Sts., has been dissolved, R. B. Fairlamb retiring. The business will be continued at the same stand by L. B. Moore.

The sheriff is in possession of the cigar factory and retail store of Leo Gernstein, 48 N. 4th St.

Mrs. Anna Alvarez, a cigar man-

ufacturer of Urban place, was arrested by Internal Revenue authorities on a charge of using cancelled stamps, and was held in \$300 bail for a hearing before the U. S. Court.

#### St. Louis Scintillations.

**S**T. LOUIS, Oct. 2.—Much interest is being manifested by the trade in the new independent tobacco company, in which Wm. S. Logan, for many years superintendent of the Liggett & Myers factory, is the moving spirit. Many names of prominent tobaccoists have figured in connection with the new concern, but up to the present moment it is not possible to give the names of the parties directly interested. The old Haydock building, 14th and Papin Sts., will be used as the manufactory, and carpenters, machinists, etc., are busy getting it in proper shape. Though not as large as Liggett & Myers' factory, the new concern will manufacture 100,000 pounds of tobacco per day, and expects to have its brands on the market in December.

Consternation has been created in Trust circles by so many valued and trusted employes resigning and going with the new concern. J. B. English, for 30 years master mechanic at Liggett & Myers' factory, has quit and joined the Logan forces, and is now superintending the placing of machinery, all of which has been purchased.

The cigarmakers at the F. R. Rice Mercantile Cigar Co.'s factory went out on another strike on Sept. 21. The men employed by this firm struck on Aug. 21, but on Aug. 29 their differences with the employers were made up, and they returned to work. They now charge that the agreement then made was not lived up to by the firm, and as a consequence they have again struck.

The M. Fritz Cigar & Tobacco Co. has secured the Little Tom, a

new brand, from Hirschhorn, Mack & Co., New York, costing the retailer \$35 per 1,000.

Charles C. Bishop & Co. have organized the Consumers' Cigar Co. All their brands will be designated by the word "Consumers," such as "Consumers' Delight," "Consumers' Guarantee," etc.

E. A. Braun has taken charge of the cigar stand in the Commercial Building, corner of Oliver and 6th Sts. It was formerly the property of Biest Bros.

C. A. Statler, a new man in the business, has taken the cigar stand in the Imperial Hotel, which has been run by the management for several months.

Harburger, Homan & Co.'s man on stilts, who goes about playing cornet solos, was here recently advertising the Geo. W. Childs cigar, now handled by the Wm. A. Stickney Cigar Co.

Christian Peper gives notice that all previous inducements are discontinued, but that in orders of 80 lbs made up of two or more brands of Silver Seal, Corn Juice, Natural Leaf, West Tennessee, or Toothpick, will go gratis, 5 lbs. of Planter's Pride, or 5 lbs. of True Smoke. Corn Juice is advanced 1c. per lb., and the 14 lb. pails of E. Twist is discontinued, being replaced by 10 lb. boxes.

The retail cigar stand in the Mermod & Jacard Building has been opened by John H. Dicke, who has one of the finest lines of cigars to be found in St. Louis.

#### Minneapolis Musings.

**M**INNEAPOLIS, Oct. 3.— "There has been a suggestion, probably born of the purchase of the Health Tobacco Co. by Geo. Arents, Jr., son of the treasurer of the American Tobacco Co., that the A. T. Co. intend engaging extensively in the manufacture of cigars. One report is to the effect that \$600,000 has been set

aside with which to advertise new brands of Trust cigars, and that the plan was to divide the country into districts and acquire in each district a sufficient number of factories to meet the demand. People who are well posted about the A. T. Co.'s affairs declare, however, that these rumors are entirely without foundation. One authority said to the Cigar & Tobacco Journal correspondent, after denying the truth of the report, 'You can, however, prophesy the ultimate consolidation of the American and Continental, or rather the wiping out of the Continental and the consolidation of all branches of the business under the direction of the American Tobacco Co.'"—New York correspondence of Minneapolis Cigar & Tobacco Journal.

The latter part of the foregoing article is the version of nearly the entire trade of this section, but the rumor that the American Co. will go into the manufacture of cigars on an extensive scale finds few believers.

A St. Paul man named Shirk, who has been in the Klondyke for two years, was a recent visitor "back home," and during his stay purchased a stock of \$1,100 worth of cigars, with which to open a retail store upon his return to the gold regions. He bought goods ranging from \$60 to \$250 in price. The cost of transporting the cigars from here is about \$10 per 100. He says he will sell the cigars for \$3 each in his store. He has been paying for his own smokes for a year past \$1 per cigar, and says they were not fit to smoke at that. The goods shipped from here were encased in sheet iron cases, and these in turn placed in the regular cigar shipping case. This was done to protect them from water in case they chanced to get dumped into the lake, as many of the goods do in course of transit.

Sigmund Small, the well known and popular tobacconist of 4th and Robert Sts., St. Paul, died on Sept.

14th, the result of an overdose of sleeping powder. His store is one of the best known in St. Paul and he was very popular with the public, and numbered his friends in the East by the score. He was 35 years of age and leaves an estate valued at about \$10,000 to his wife.

Winston, Farrington & Co. have been advertising the Henry George and Tom Moore brands of cigars in a manner that ought to result in very much increased sales. The scheme is a highly-colored tally-ho, containing a colored quartet, which gave concerts on the corners and attracted attention wherever they went.

The Minneapolis Manufacturers' Association, organized last spring for the purpose of attempting to induce dealers to buy home-made goods, irrespective of merit, has died the natural death which was to have been expected.

#### New York Theatres.

"**L**ORD & LADY ALGY," by the Empire Theatre Stock Co., has been substituted for "Cyrano de Bergerac" at the Knickerbocker, where Francis Wilson has enacted the leading role since the opening of the season.

Denman Thompson, in his original production, "The Old Homestead," is holding the boards at the Academy of Music.

"In Paradise" is enjoying its second month's run and playing to crowded houses at the Bijou.

"A Stranger in a Strange Land," at the Manhattan, is a decided hit, full of mirth, and nightly witnessed by large audiences.

Henry Miller, in "The Only Way," has moved from the Herald Square to the Garden Theatre. "The Children of the Ghetto" is the successor at Herald Square.

At Wallack's Theatre, Wm. H. Crane as Peter Stuyvesant in "The Governor of New Amsterdam" is a popular favorite.

"The King's Musketeer" is

the attraction at Daly's. E. H. Sothern and Virginia Harned are playing the leading roles.

"The Man in the Moon, Jr.," at the New York, is a distinct success and the large crowds seeing it are loud in their plaudits.

The 500th performance of "Aida" (in English) will be the occasion of handsome souvenirs at the American on Oct. 16th.

Henry V. Donnelly's Stock Co., playing "Too Much Johnson," is the funny farce keeping the people laughing at the Murray Hill.

"The Ghetto" is destined for a long run at the Broadway.

Mrs Fiske, in "Becky Sharp," at the Fifth Avenue, is a great actress in a great play.

"A Young Wife" will leave the 14th Street Theatre on the 16th to make room for "The Dairy Farm."

John Drew, in "Tyranny of Tears," is filling the bill at the Empire.

Louis Mann and Clara Lipman in the farce, "The Girl in the Barracks," will be seen at the Garrick after the 16th.

"The Girl from Maxim's" continues to be a favorite at the new Criterion.

That delightfully funny farce, "Why Smith Left Home," is all that is desired to create laughter at the Madison Square.

Annie Russell, the leading lady in "Miss Hobbs," at the Lyceum, is delighting large audiences.

"Because She Loved Him So" is on the boards at the Harlem Opera House.

The "Whirl-i-Gig" and "The Girl From Martin's" are the burlesques now so much talked about at Weber & Fields.

The Rogers Brothers in Wall Street, at the Victoria, are delightfully entertaining.

It isn't a question of can you afford to subscribe to THE CIGAR STORE, for you simply cannot afford to be without it. \$1 a year.



### Havana Tobacco Crop.

**C**UBA'S tobacco crop is now coming into the market. The normal supply is about 31,000 tons a year. This year it will fall below. The crop is selling at a high figure, and it may be said will sell at top figures as long as the reputation of the Cuban leaf is what it is. Mexico and other countries declare they can produce as good a leaf, but the people who smoke will not listen to them. The fame of the Cuban product is certainly due to the quality and not to the quantity, for Cuban tobacco cuts a very small figure in the markets of the world. The United States grows seven times as much tobacco as Cuba. India grows five times as much, Russia three times, and Austria twice as much. France's crop in Southern France and in Algeria is far ahead of Cuba's, while the immense quantities grown in the Philippines, in Sumatra and other Eastern countries, make the Cuban crop look small. The tobacco product of the Island of Luzon, which has a great deal of the same reputation in the Orient that the Cuban leaf has in the Occident, is about four times greater than the Cuban crop, but still the word Habana is the word to conjure with among smokers of the world.

### A Puff of Smoke.

**S**CIENCE has calculated that an average puff of cigar smoke sets free over 2,000,000,000 tiny particles, a whiff from a pipe liberates over 1,800,000,000 of these particles, and one from a cigarette starts 2,900,000,000 of them flying through the surrounding atmosphere.

A very curious fact concerning tobacco smoke is the remarkable change in color which it undergoes after entering the mouth. From the burning end of a cigar the smoke issues in deep blue threads,

while that which is expelled from the mouth is of a decidedly brownish tint.

The difference is to be accounted for by the fact that the minutest particles have an intense affinity for moisture. When tobacco smoke is drawn into the mouth its smallest particles are immediately detached from the rest by the presence of moist surfaces, to which they fly and lodge.

Besides particles, smoke contains several gases and vapors. Though Sir Walter Raleigh won his famous wager with Queen Elizabeth, he took no account of these when he attempted to show her the weight of his smoke by subtracting the weight of the final ashes from that of the unburnt cigar, and his demonstration would not hold good with any scientist to day.

It has often been quoted that a grain of nicotine, administered all at once, would kill the strongest dog, and from this have been argued its terrible effects on the body of a human being. While this statement is undoubtedly true, it is somewhat misleading. In order to commit suicide by smoking, the dog would have to consume 400 strong cigars, one right after the other. He could put himself out of the world much more easily by eating the boxes.

### Wanted A Hustler.

We want a hustling representative in every city and town in the country to solicit subscriptions for THE CIGAR STORE MAGAZINE at \$1.00 a year, with 1,000 Gummed Stickers of the retailer's name and address, free of charge.

It is easy and profitable employment, and will take but little of your leisure time. Write for liberal terms and particulars.

THE CIGAR STORE MAGAZINE,  
50 Times Building, New York.

THE CIGAR STORE MAGAZINE  
will aid you in your business.

### Cigars by Machinery.

**C**IGAR manufacturers in all parts of the country are watching with deep interest for the practical results of experiments being made in Lancaster County, Pa., with a newly patented machine which is expected to make 200 complete cigars, filled, wrapped and tucked, in one hour. The possibility of making satisfactory cigars by machine has long been doubted by many manufacturers, but others believe it to be only a question of time until a machine will do all the work, from "stripping" the leaf to putting the cigars in boxes, ready for the revenue stamp. It is only a few years since the cheap cigar trade was revolutionized by the filling machines, which do rapid and satisfactory work. But it was still necessary to put the bunches into molds and then roll them, or put on the wrapper by hand. The wrapping apparatus of the new machine is a clever contrivance of metal fingers and thumb. Few persons have been permitted to see it, and the description in the Patent Office gives but a vague idea how it works.

### Corn Cob Pipes.

**C**ORN cob pipes are still most commonly used in the old familiar form, this being a bowl, straight sided, barrel-shaped, egg shaped or pear shaped, with a straight reed stem thrust into a hole bored in the side of it. There are nowadays, however, corn cob pipes in many styles, these including pipes with different shaped bowls and fitted up in different ways, some, for instance, having straight rubber stems. There are now made, also, corn cob pipes in various briar styles, these including the bull-dog shape with straight stem, and pipes in various round-shaped bowls with the familiar dropping stem. There are about twenty varieties of corn cob pipes made in briar pattern,

with bits of celluloid, horn or rubber, the end of the stem part of the pipe, into which the bit is inserted, being in many of these pipes finished with a ferrule in the regular briar style. Corn cob pipes in briar designs sell at retail for from fifteen to fifty cents apiece.

There are also made some long-stemmed corn cob pipes. An old-style corn cob pipe has a bowl of generous proportions, made from a section of a large cob, this bowl being fitted with a drop stem two feet or more in length. A long-stemmed corn cob, new within a year or two, has a very deep bowl, made of half a cob, this bowl being fitted with a drop stem a foot or a foot and a half in length, making a pipe in its general outlines something like the familiar old deep-bowled German pipes. So, take it all together, the corn cob pipe, simple as it may seem to be, is really a pipe made in a good many varieties. They are exported to Australia, South America, South Africa, England and Continental Europe in large quantities.

### An Enormous Output.

The Campania General, of Manila, said to be the largest cigar making concern in the world, employs 10,000 hands and turns out every year 80,000,000 cigars, 40,000,000 cigarettes, and nearly 3,000 tons of cut tobacco.

"How's your little son getting on, Smith?"

"Pretty well for a nine-year-old."

"Has he taken all the infantile complaints?"

"Everyone from measles to cigarettes."

Miss Engaged—I must tell you, Harold, I do not like smoking.

Harold Sigaret—I'm glad you don't, my love; I don't approve of it for women either.

### Testing Anti-Cigarette Law.

**T**ENNESSEE'S anti cigarette law is being contested by the American Tobacco Co. E. S. Blaufeld, a Knoxville retailer, sold cigarettes, was arrested, and the validity of the law is now before the courts of that State. The case is upon an agreed state of facts, in which it is sought to have the courts pass upon the effectiveness of the anti-cigarette law, following the revenue act of the last Legislature which provided for a tax for cigarette selling. The sale of cigarettes in Tennessee has been prohibited since 1897, and until the present case of Mr. Blaufeld, who is backed by the American Tobacco Co., the law has not been greatly contested. The case is now before the judges of the Circuit Court, but whatever the decision may be it will be taken to the Supreme Court, as it is proposed to get the ruling of the highest power.

### Manila Cigars in Europe.

**R**EAL Manila cigars are now sold at Dresden, Germany, at six pfennig each. That is nearly a cent and a half apiece, or \$1.50 per 100. When one considers that this includes the profits of the manufacturer and the dealer and the cost of transportation, the price appears to be about as near rock bottom as it is possible to go without going aground. A correspondent says: "I have smoked half a dozen of these cigars and they all smoked freely and well, had a clear tobacco taste, but without any particular flavor, did not become rank at the butt and gave no sign of having been treated or "doctored" in any way. I should say that they are made of a rather coarse fibred tobacco which had been cured in a primitive manner and without any attempt at selection. On shipboard or for a walking tour they would go very well, but one would not care much for them after a good dinner.

In Dresden men who work with

their hands usually smoke cigars in the streets. A pipe is seldom seen in public—only here and there a stray Englishman or American using one. The German officers and others of that class usually smoke cigarettes. The popular price for a cigar in Dresden is six pfennig.

The price of these Manila cigars is therefore fitted to the demand. It is possible that the Dresden droschky driver may find a little too much tobacco in them for his taste—for many of the German cigars are most curious and inexplicable products, and this without regard to price, although with the rigid supervision prevailing in regard to all articles for consumption, I am bound to believe that they are made out of wholesome herbs of some sort."

### World's Consumption of Tobacco.

**T**HE quantity of tobacco consumed annually in the world is astonishing. Spain alone uses 20,000 tons and Italy an equal amount. This means that the average Spaniard smokes as much as two Italians, because the population of Italy is twice that of Spain. Great Britain consumes 25,000 tons a year, France 40,000 tons, Germany 75,000 tons. The world produces 1,000,000 tons of tobacco annually, and one-fourth of this total is grown in the United States. The Dutch use the most tobacco in proportion to the population—100 ounces a year for every man, woman and child in Holland. Belgium comes next with 80 ounces per capita, Turkey follows with 79 ounces, and the United States is fourth with 60 ounces. Kentucky is first among the States as a tobacco producer, with 144,000,000 lbs. in 1897. North Carolina follows with 68,000,000 lbs.; and then comes Virginia with 58,000,000 lbs. These are followed in order by Tennessee, Ohio, Maryland and Pennsylvania. Connecticut is tenth on the list and New York fourteenth.



### A Foe to Tobacco.

**W**B. HOLMES & CO., grocers, of Danville, Ky., dissolved partnership for very unusual reasons some weeks ago. Mr. Holmes, who is a very strict church member, consistent in all ideas and habits of temperance, has for years endeavored to induce his different partners to quit selling tobacco and cigars. He once went so far as to offer two of his associates \$100 a year each if they would sell out the stock of tobacco and sell no more of it, but they refused. Recently Mr. Holmes offered to buy out his last remaining partner, and his offer was accepted. So the business will go on under Mr. Holmes' sole management, but no cigars, smoking or chewing tobacco, pipes or similar materials, will be on sale. The entire stock, including the pipes, was burned in the street in front of the store a few days after Mr. Holmes became the sole owner of the business. His intentions had been announced in an afternoon paper, and when the hour arrived about 800 people were in front of the store to witness the sight. Mr. Holmes and his salesmen piled the stuff in the street, poured on a lot of coal oil and started the blaze. Many fine cigars were burned. Mr. Holmes said that as he would not sell the tobacco to be smoked, he could not consistently give it away for the same purpose.

### Works Like a Charm.

**A** YOUNG married woman of Washington thinks cigarette-smoking a bad habit, but admits there is compensation in all things. "You see," she said the other day, "I would rather Ned didn't smoke at all, but so long as he does I prefer cigarettes and stipulate he shall roll them himself. It's the only way I can get my errands done for me down-town or even make him remember to pay the gas

bill on the last day before the discount is off. Oh, it is easy enough to work. You see, I go on the theory that it is not wilful neglect of his home and family that makes a man forget to do down-town errands, but the simple fact that they get crowded out of his head while he is at business.

"Now when Ned starts off in the morning I take his package of cigarette papers and write memoranda on them in pencil. If it is stuff from the green grocer's I make a list on the top paper in the pack and he is sure to see it about the time he gets to the corner, and he goes in and leaves the order. If I want him to telephone my sister to come over to luncheon, I note the fact about three papers forward, and he is sure to see it soon after he gets to the office. When I have anything I want him to run out and attend to at noon, I put it about on the sixth paper and he is certain to read it just as he is coming back to the office from his noon luncheon. And if it is something I want brought home for dinner, I only need to write 'bread' or 'beefsteak,' or whatever it is, on the tenth paper, and it comes home promptly. I tell you there is nothing like executive ability, when it comes to managing your husband."

### Do You Believe It?

Leeches, so a daily paper says, when applied to cigarette smokers, drop off dead, distinct traces of the dangerous oil given off by tobacco being found in them. Strangely enough, the same experiment tried upon excessive pipe smokers resulted in no apparent injury to the leeches.

It is not merely a "fad" nor simply a novelty with the retailers, as successful business men do not have time for fads—they want "facts," and therefore THE CIGAR STORE MAGAZINE is a necessity. \$1 a year.

**Without A Match.**

**H**E wondered miserably why such a fate should have lain in wait for him. He felt that it was out of proportion; that he did not deserve it; that it was more than a just retribution for any wrongdoing of his own. Nor was it sublime in its tragedy, Promethean, world awing. It was impossible to win applause by enduring it, no matter how courageously. There was no compensation either in the admiration of others or his own self-approval for his sufferings, fortitude or weakness, neither rewarded nor damned.

The longer he thought of it the greater grew his wretchedness. And it was so commonplace, almost fatuous! He gritted his teeth, bit hard on a bullet, to keep from bursting into a wholly futile exhibition of rage. He felt so futile. With all the culture of centuries of civilization, he was more helpless than the veriest savage. His aeons-dead barbaric ancestors could have confronted—had confronted—some such problem and solved it with primeval ingenuity. His civilization bound him hand and foot. He was helpless in the face of an archaic triumph.

At this thought the self-control gave way. "Blankety - blankety!" he shrieked to the listening forest. "The dumbest aborigine can start a conflagration even if he has forgotten his match-box, but I can't light my cigar!"

**Exception to the Rule, But—**

**W**HE rule that no person shall smoke in a street car is enforced strictly by the conductors on all Memphis, Tenn., lines, but an exception is made in the case of one passenger, the Hon. J. L. T. Sneed. It is not recorded that the able chancellor ever took advantage of the exceptional privilege accorded him, but it is certain that he had been invited to go in

off the platform and finish his cigar comfortably on a cushioned seat.

"No, I am afraid the ladies would object," was his response to such an invitation.

"The ladies will make concessions to you," was the reply of the conductor.

"I don't know about that," said the judge. "You have heard what the old lady said about smoking in her presence?"

The conductor had to confess that though he had heard many stories on the rear platform, he had never heard this particular one.

"Well, I'll tell you," said the chancellor. "She was a charming old lady of the old school, and one day she was asked if she objected to a gentleman smoking in her presence. 'I don't really know,' was the reply, 'I have never had any experience in that line. No gentleman has ever smoked in my presence.'"

"Which are the best cigars in the case?" asked the prospective customer of the boy clerk in a cigar store.

"Those down there in that corner box; those with the paper bands about them, sir."

"Give me three."

"Mister, will you give me those bands off the cigars?" queried the boy as the customer was lighting one of the "best."

"What do you do with them?"

"When I get 200 I'll get a new umbrella."

"You say you're poor, Cadby, yet you sport a good cigarette case."

"Economy, dear boy. With a handsome case one can smoke the cheapest cigarettes."

THE CIGAR STORE MAGAZINE always has plenty of the kind of reading you need in your business. \$1 a year.

## Egyptian Empress and Mahalla.

CHOICE EGYPTIAN CIGARETTES

Manufacturers  
and  
Importers of  
TURKISH  
LEAF  
TOBACCO.



Inducements to Dealers,  
WRITE FOR PRICES.

**A. ZONIADES & COMPANY,**  
128 Pearl St., New York.

BRANCHES:

Cairo, Egypt. Smyrna, Asia Minor.  
Cavalla, Macedonia. London, England.



AN UP-TO-DATE

## COPPER

came into our store, and jollying the proprietor, who, by the way, was sending an order for goods on a soiled sheet of writing paper, asked him why he didn't have up-to-date stationery to use,—it looks better—is more business-like. and, says he, I know where you can get

### Just what you want!

**\$2.** per set, cash with order, 500 noteheads, 500 envelopes, 500 cards, neatly printed, a trial order will show you the value of this offer.

**\$3.50** per set, cash with order, 1000 noteheads, 1000 envelopes, 1000 1000 cards printed.

Send 2c. stamp for Samples.

**PARKER CO., Box 2799, Boston, Mass.**

## New Idea in Trunks...



### THE STALLMAN DRESSER TRUNK

is constructed on new principles. Drawers instead of trays. A place for everything and everything in its place. The bottom as accessible as the top. Defies the baggage smasher. Costs no more than a good box trunk. Sent C. O. D. with privilege of examination. Send 2c stamp for illustrated catalogue.

**F. A. STALLMAN,**

103 W. Spring St.

Columbus, Ohio

## FACTS!

Were this your advertisement, not only would it be read by cigar men throughout the country, but also by their many customers, and you would therefore reach the **consumer** as well as the **retailer**.

2 Through no other channel can you invest a like amount to better advantage

An Exclusive and Profitable  
Field,  
Low Rates and Results.

Further Fascinating Facts  
Freely Furnished...

**THE CIGAR STORE  
MAGAZINE**

Tel. phone:  
3707 Cortlandt.

50 Times Building  
New York.

PRESS CLIPPINGS...

ON ALL SUBJECTS.

Please address

**National Press  
Intelligence Co.**

32 PARK PLACE,

P. O. Box 2747.

NEW YORK.

**Waterman's Ideal**



A pocket pen and ink bottle combined, always ready for immediate use.

To many is merely a convenience, some find it an absolute necessity, and to all it is a pleasure to have a perfect pen. A pen which is not suited to user's needs may be exchanged. They are made in a large variety of styles, sizes, and at prices to meet every requirement. For sale by all first-class dealers.

L. E. WATERMAN CO.

155 & 157 Broadway, New York, N. Y.

Please mention THE CIGAR STORE MAGAZINE

**Girls and Tobacco Users.**

SOCIETY in Elizabeth, N. J., was shaken to its foundation recently by the organization of three associations of women, each having for its basic principle the rejection of all friendly attentions from those "horrid" men who indulge in tobacco. The Old Maids' Club was first organized, and now two other societies, one bearing the mystic letters "A. C.," and the other an unmistakable title, Girls' Bachelor Club, have sprung into existence, each rejoicing in the same ironclad rules and regulations. The decree seems to be that no girl shall be agreeable to any man who is addicted to tobacco, unless he is a brother, father, brother-in-law, uncle or cousin. As a result of this romantic crusade, Elizabeth's streets are becoming depopulated and many social functions terminated. Unless the craze ends soon, it is thought that soda fountain men and confectionery shops will retire from business. It is rumored that the men's clubs are about to institute retaliatory measures by organizing theatre parties and ignoring the girls on all festive occasions. Meanwhile the business of the retail tobacconists in Elizabeth goes on as before, and there are no signs of any retiring.

**A Profitable Investment.**

Send us one of your business cards or cigar bags and let us make up 1,000 Gummed Labels (stickers) for you, and send you THE CIGAR STORE MAGAZINE for one year. All for \$1—the best investment you can possibly make, and you'll say so too, inside of three months.

Little Jimmie (tearfully)—Yesterday Pop whaled me for smokin' cigarettes, an' to day he licked me fer swipin' his cigars. What does he expect me to smoke—a pipe?

"Did you ever think what you would do if you had Vanderbilt's fortune?"

"No; I never smoke."

# The Pipe of the Century

If you have never indulged in the luxury of a

Nicotine  
Absorbent and

**"Mallinckrodt Patent"**

Ventilated  
Smoking Pipe.



You have certainly missed one of the greatest enjoyments of your life. As the oldest manufacturers of Smoking Pipes in the United States, having during the past forty years made every description in use within that time, we confidently assert, that for *perfect cleanliness, beauty and simplicity of design, as well as comparative cheapness*, no Pipe ever invented has received such *unbounded approval* as the "Mallinckrodt," and we unhesitatingly endorse and guarantee its merits in every particular. In 1898 alone we sold over 100,000, and the demand has only just commenced. There is big money in them; many dealers make them a specialty and are reaping a harvest of trade in their respective localities. Although a patented article, yet for a genuine *French Briar Pipe* they cost but a trifle more than the ordinary every day pipe, and, when once used, smokers will never be satisfied with anything else.

Send for illustrated circular C. S. and price list with numerous unsolicited testimonials of endorsement.

**HARVEY & WATTS CO., Sole Manufacturers,**

275 CANAL ST., NEW YORK.

Station E, Philadelphia

## Perfecto Electric

CIGAR LIGHTER  
AND CUTTER...

YOU DON'T HAVE TO WIND IT UP.  
YOU DON'T HAVE  
TO "SET IT UP."  
IT WILL NOT PLAY OUT.  
NO BATTERIES.

Works the Best of Anything Ever  
Used on a Cigar Stand.

Not in Competition with Other Lighters Except  
that Prices are Lower.

We have a dozen ways of  
Putting on Advertising.

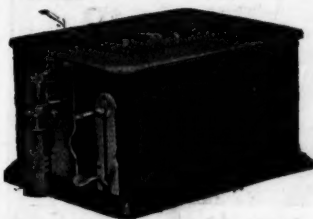
Embossing it on the Leather in Gold or Silver  
Leaf makes a fine display.

Write us for Samples and Quotations  
on Quantities.

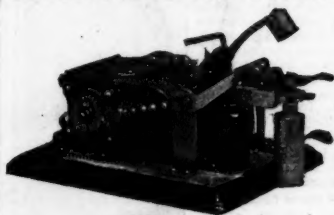
**The Abbott Electric & Mfg. Co.**

74 Frankfort Street,  
CLEVELAND, O.

CUTTER.



Finished in Red, Blue, Green or Black  
Leather or Quarter Sawn Oak.



Interior of Machine.

IT IS HANDSOME.

Cigar Stores should ask their jobbers for one or write us as to where they can get one.

Please mention THE CIGAR STORE MAGAZINE.



## BARGAINS IN TYPEWRITERS.



Business men can save much valuable time by using a Typewriter. You will not be without one after once using. We furnish Remingtons, Smiths, Hammonds and all standard machines at from \$25 to \$40, with full guarantee. New machines at reduced prices. Will send machine subject to trial. Standard machines rent at \$3 monthly. We also exchange and buy for cash, Desks, Cabinets and Supplies at reduced prices. Send postal for illustrated list of all standard machines.

CONSOLIDATED TYPEWRITER EXCHANGE,  
241 BROADWAY, NEW YORK CITY.  
Telephone, 6899 Cortlandt.

## PROFITABLE

## SIDE LINE

for Cigar and Tobacco Salesman calling on retail trade. Magnificent proposition that will increase your income largely.

Address,

"REFERENCES,"

Care The Cigar Store,  
50 Times Bldg., N. Y.

"It's all in the Lens"

Our Lenses are Famous.

Use the  
**KORONA CAMERAS**

We invite the attention of photographers to these Cameras; to the unequalled character of the lenses used, to the nicety of manufacture, and to the moderate prices. In these particulars they are unique.

These Cameras are made in all sizes and styles, and all equipped with our famous lenses.

Send for a Catalogue.

**Gundlach Optical Co.**  
Rochester, N. Y.

## Opium in Mexican Smokes.

IN Mexican tobacco there is nearly always a certain percentage of opium and the flavor is immediately detectable to the initiated. In preparing the weed in this fashion it is done so with perhaps more method than is generally presumed. The opium habit in reality is one of the most difficult of all evils of that sort to control or cure. It is also very persistent even in the mildly cultivated form of a Mexican cigarette, and smokers of the peculiarly put up Mexican cheroots are usually most persevering in their efforts to get away with all the tobacco in the country. One benefit of this condition is that the manufacturer is never short of a market. No country more constantly is engaged in tobacco burning than the Mexican territory. Everyone smokes, and at the very low rate of cost they can afford it. Cigarettes, 16 in a box, sell at two packets for 5c. of American money, and they are better, barring the opium, than anything than can be had in the United States at double the price. The trade is something enormous and all the Mexico factories are able to run 12 months in the year.

## All Went Out.

The story is told of a young woman, faultless in dress and lady like in manner, who lit a cigarette after a lunch in a London cafe. She was put out by the proprietor, and the magistrate before whom both were arraigned, discharged the lady because she had a right to smoke, and the proprietor because he had a right to put her out. While the proprietor was putting the lady out and the magistrate was putting them both out, the cigarette went out.

THE CIGAR STORE MAGAZINE is newsy, interesting and educational. You need it and we want your subscription. \$1 a year.

Please mention THE CIGAR STORE MAGAZINE.

Strictly Havana Filler

# La Cubina

High Grade Nickel Cigar

\$35<sup>00</sup> per 1,000

SAMPLES ON APPLICATION, GRATIS

J. EDWARD COWLES, Mgr. Cigar Dept.,

AUSTIN, NICHOLS & CO.,

NEW YORK.

## Perfection at Last...

### A NICOTINE CATCHER

That has none of the objections  
usually in found this class of pipes

The Most Simple and Practical Device Ever Produced for this Purpose and Insures a Clean, Dry and Healthful Smoke. Nothing to Throw Away and Renew.



The Attachment is Indestructible; ALWAYS IN ORDER. No Experiment.

The attachment is made of bone, no metal, and remains in the pipe while you smoke. The bead sprays the smoke, and in doing so cools it, so it does not irritate or burn the end of the tongue.

NO NICOTINE CAN ENTER THE SYSTEM. SATISFACTION GUARANTEED.

To clean, simply remove the attachment and wipe it off  
Manufactured at present in three styles. Retail Prices, complete with attachment.

Solid Hard Rubber, Vulcanized Bit and Sweet French Briar Bowl, \$ .50

Genuine Amber, \$2, in Case . . . . . 2.75

Genuine Meerschaum, in Case . . . . . 6.00

203 Pipes Sold in One Day in Town When First Introduced.

SPECIAL TERMS TO DEALERS.

## W. O. BLASE

Inventor and Manufacturer

Knickerbocker Bldg., Room 14,

Cor. Fifth Ave. and Fourteenth Street. NEW YORK CITY.


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## Just What You Want...

1000 Gummed Labels and **\$1**  
The Cigar Store, one year



## We Will Give You...

- ✧ 1000 Gummed Labels, with your name, business, address, etc., neatly printed thereon, with a year's subscription
- ✧ to THE CIGAR STORE, for only \$1.00. The labels alone would cost you more, while THE CIGAR STORE,
- ✧ a Monthly Magazine for the Retailer,—handsomely illustrated and printed on fine paper, containing timely
- ✧ articles, trade talks, correspondence, and items on the trade generally, especially adapted to the needs of the
- ✧ man behind the counter; also "Window Dressing Department," with illustrations of up-to-date windows and
- ✧ what you want to know about making your window attractive and increasing your sales—is exactly what
- ✧ you want, and will help you in many ways. 

**A. SCHULTE,**  
**Cigars and Tobacco**  
**39 Park Row,**  
**NEW YORK.**

EXACT SIZE.

There are a thousand ways you can use these little business-getters in advertising your business and keeping your name continually before smokers generally. "Out of sight is out of mind," unless you stick 'em on boxes of cigars, packages of tobacco, cigarettes, boxes of matches, etc., and then they simply cannot forget you. Put 'em on everything.

Our Label Printing Department turns 'em out by the millions, and we will furnish labels to subscribers at rock-bottom prices. One thousand is not enough for you? Well, we will give you

3,000 Gummed Labels, with a year's Subscription, for \$2.00  
6,000 Gummed Labels, with a year's Subscription, for 3.00  
9,000 Gummed Labels, with a year's Subscription, for 4.00  
12,000 Gummed Labels, with a year's Subscription, for 5.00

Cash to accompany all orders.

Tell us what you want on your labels (the less reading matter it contains the better it will look), and send in your order to-day enclosing money or express order. Please write plainly, giving full address. Labels will reach you by mail in about two weeks.

10c. A COPY. **THE CIGAR STORE MAGAZINE...**  
**\$1.00 A YEAR.** 50 Times Building, New York.


Please mention THE CIGAR STORE MAGAZINE.







# Principe Alfonso

ALL    
HAYANA



25c. PER  
BUNDLE

THEY SELL FREELY TO BEST CLASS OF TRADE

S. OTTENBERG & BROS., Makers,  
New York and Tampa.

# HEALTH CIGARS



## NICOTINE Made Harmless

Without Affecting the Fine  
Flavor of the Tobacco....

By a wonderful process discovered after years  
of experiments by Dr. Gerold of Halle Univer-  
sity, Germany, the greatest living authority on  
Nicotine Poisoning and Tobacco Heart .. ..

## HEALTH CIGARS

May Be Smoked Freely as they do not Affect the Most Sensitive System  
Used Exclusively by the Czar of Russia and His Court,  
under advice of the Imperial Physician .. ..  
RECOMMENDED BY PHYSICIANS

For Sale by Druggists and Dealers General

HEALTH TOBACCO CO., Fifth Ave., cor. 42d St.,  
Seymour Bldg., N. Y.

OUR Cigars are made in the  
"old-fashioned, honest way"—  
only skilled Cuban labor and  
nothing but Havana tobacco  
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